

## ORDER



KLAS

**Orders**  
 Order / Rev: 37664  
 Alt Order #: 08887248  
 Product Desc: ISSUE  
 Estimate: 1257  
 Flight Dates: 10/24/12 - 10/30/12  
 Original Date / Rev: 10/19/12 / 10/19/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

**Agency**  
 Name: Cross Roads Media  
 Buying Contact:  
 Billing Contact:  
 66 Canal Center Plaza  
 Alexandria, VA 22314

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: American Crossroads  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru: 09/12/10  
 Order Separation: 00:10:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$59,000.00	\$50,150.00
10/29/12	10/30/12	11	\$26,000.00	\$22,100.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$59,000.00	\$50,150.00	0.00
November 2012	11	\$26,000.00	\$22,100.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$85,000.00</b>	<b>\$72,250.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$85,000.00
Market	100%	\$283,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$70,833.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,166.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/24/12	8 News Now 11p M-F	CM	11-1135p	--W----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			1			\$5,000.00		0.00			
E 2	8	10/26/12	10/26/12		CM	11-1135p	----F--	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 11p M-F 8 News Now 11p M-F 8 NEWS NOW AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$5,000.00 0.00														
E 3	8	10/29/12	10/29/12	8 News Now 11p M-F	CM	11-1135p M-----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
8 News Now 11p M-F 8 NEWS NOW AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$5,000.00 0.00														
E 4	8	10/27/12	10/27/12	8 News Now Sat 5-7p	CM	5-7p -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now Sat 5-7p (5:00 PM-5:30 PM) 8 NEWS NOW AT 5PM-SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,500.00 0.00														
E 5	8	10/24/12	10/24/12	8 News Now Noon M-F	CM	12-1230p --W----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F 8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,000.00 0.00														
E 6	8	10/25/12	10/25/12	8 News Now Noon M-F	CM	12-1230p ---T---	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F 8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,000.00 0.00														
E 7	8	10/26/12	10/26/12	8 News Now Noon M-F	CM	12-1230p ----F--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F 8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,000.00 0.00														
E 8	8	10/29/12	10/29/12	8 News Now Noon M-F	CM	12-1230p M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F 8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,000.00 0.00														
E 9	8	10/30/12	10/30/12	8 News Now Noon M-F	CM	12-1230p -T-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F 8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,000.00 0.00														
E 10	8	10/27/12	10/27/12	8 News Now Sat 5-7p	CM	5-7p -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now Sat 5-7p (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,500.00 0.00														
E 11	8	10/24/12	10/24/12	Live w/Kelly	CM	9-10a --W----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,000.00 0.00														
E 12	8	10/25/12	10/25/12	Live w/Kelly	CM	9-10a ---T---	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,000.00 0.00														
E 13	8	10/26/12	10/26/12	Live w/Kelly	CM	9-10a ----F--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,000.00 0.00														
E 14	8	10/29/12	10/29/12		CM	9-10a M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LIVE! WITH KELLY Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,000.00 0.00														
E 15	8	10/30/12	10/30/12	Live w/Kelly Live w/Kelly	CM	9-10a -T-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,000.00 0.00														
E 16	8	10/24/12	10/24/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p --W----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,500.00 0.00														
E 17	8	10/25/12	10/25/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p ---T---	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,500.00 0.00														
E 18	8	10/26/12	10/26/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p ----F--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,500.00 0.00														
E 19	8	10/29/12	10/29/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,500.00 0.00														
E 20	8	10/30/12	10/30/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p -T-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,500.00 0.00														
E 21	8	10/28/12	10/28/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$2,000.00 0.00														
E 22	8	10/24/12	10/24/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --W----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$3,000.00 0.00														
E 23	8	10/25/12	10/25/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p ---T---	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$3,000.00 0.00														
E 24	8	10/26/12	10/26/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p ----F--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$3,000.00 0.00														
E 25	8	10/29/12	10/29/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$3,000.00 0.00														
E 26	8	10/30/12	10/30/12		CM	5-630p -T-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00



Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 5-630p M-F											
				8 News Now 5-630p M-F											
				8 NEWS NOW ROTATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----		1			\$3,000.00		0.00				
E 27	8	10/28/12	10/28/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now Sun 5-7p		(6:30 PM-7:00 PM)									
				8 NEWS NOW AT 630PM-SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$3,000.00		0.00				
E 28	8	10/28/12	10/28/12	8 News Now Sun AM #2	CM	8 News Now Sun A	-----S	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sun AM #2											
				8 NEWS NOW SUNDAY MORNING- #2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$2,500.00		0.00				
E 29	8	10/24/12	10/24/12	8 News Now 5a M-F	CM	5-6a	--W----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
				8 NEWS AT 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1			\$1,000.00		0.00				
E 30	8	10/25/12	10/25/12	8 News Now 5a M-F	CM	5-6a	---T---	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
				8 NEWS AT 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1			\$1,000.00		0.00				
E 31	8	10/26/12	10/26/12	8 News Now 5a M-F	CM	5-6a	----F--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
				8 NEWS AT 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--		1			\$1,000.00		0.00				
E 32	8	10/29/12	10/29/12	8 News Now 5a M-F	CM	5-6a	M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
				8 NEWS AT 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$1,000.00		0.00				
E 33	8	10/30/12	10/30/12	8 News Now 5a M-F	CM	5-6a	-T-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 5a M-F											
				8 NEWS AT 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----		1			\$1,000.00		0.00				
E 34	8	10/27/12	10/27/12	8 News Now Sat 11p	CM	11-1135p	-----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sat 11p											
				8 NEWS NOW AT 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$2,500.00		0.00				
E 35	8	10/28/12	10/28/12	8 News Now Sun 11p	CM	11-1135P	-----S	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sun 11p											
				8 NEWS NOW AT 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$2,500.00		0.00				
													Totals	35	\$85,000.00